

**IN THE CLAIMS:**

1-71. (Canceled)

72. (New) A method, comprising the steps of:

providing, in at least one computing device, item classification data that associates each of a plurality of item classifications with a corresponding set of attributes from a plurality of sets of attributes;

obtaining, in the at least one computing device, a selection by a user of one of the item classifications from a client computing device;

generating, in the at least one computing device, a first user interface that includes a listing of the set of attributes corresponding to the one of the item classifications according to the selection, the first user interface being configured to obtain at least one input value for the set of attributes from the user;

sending, in the at least one computing device, data including the first user interface to the client computing device;

obtaining, in the at least one computing device, the at least one input value specified by the user for the set of attributes from the client computing device;

determining, in the at least one computing device, a suggested price range from a set of historical sales prices in an auction system for a plurality of items that are classified under the one of the item classifications and match the at least one input value for the set of attributes;

generating, in the at least one computing device, a second user interface including the suggested price range and a graph of the historical sale prices versus a

corresponding value of one of the set of attributes for each respective one of the items; and

    sending, in the at least one computing device, data including the second user interface to the client computing device.

73. (New) The method of claim 72, wherein the second user interface is configured to obtain an input value specified by the user for a fixed price of an item to be listed in the auction system, and the method further comprises the steps of:

    obtaining, in the at least one computing device, the input value specified by the user from the client computing device; and

    configuring, in the at least one computing device, the auction system to include a listing for an item having the input value as the fixed price, the item being classified under the one of the item classifications and having the at least one input value for the set of attributes.

74. (New) The method of claim 72, wherein the second user interface is configured to obtain an input value specified by the user for a starting price of an item to be listed in the auction system, and the method further comprises the steps of:

obtaining, in the at least one computing device, the input value specified by the user from the client computing device; and

configuring, in the at least one computing device, the auction system to include a listing for an item having the input value as the starting price, the item being classified under the one of the item classifications and having the at least one input value for the set of attributes.

75. (New) The method of claim 72, wherein the second user interface is configured to obtain an input value specified by the user for a bid on an item that is listed in the auction system, and the method further comprises the steps of:

obtaining, in the at least one computing device, the input value specified by the user from the client computing device; and

placing, in the at least one computing device, a bid corresponding to the input value for the item in the auction system, the item being classified under the one of the item classifications and having the at least one input value for the set of attributes.

76. (New) The method of claim 72, wherein the suggested price range includes a suggested maximum price and a suggested minimum price.

77. (New) The method of claim 72, wherein the second user interface includes an interface for listing an item for sale in the auction system, the item being classified under the one of the item classifications, the item having the at least one input value for the set of attributes.

78. (New) The method of claim 72, further comprising the step of determining, in the at least one computing device, the suggested price range based at least in part on whether the suggested price range is to correspond to a suggested fixed price listing in the auction system.

79. (New) The method of claim 72, further comprising the step of determining, in the at least one computing device, the suggested price range based at least in part on whether the suggested price range is to correspond to a suggested bid price for an existing item that is listed in the auction system.

80. (New) The method of claim 72, further comprising the steps of:  
obtaining, in the at least one computing device, a desired auction length specified by the user from the client computing device; and  
determining, in the at least one computing device, the suggested price range based at least in part on the desired auction length.

81. (New) The method of claim 72, further comprising the steps of:  
generating, in the at least one computing device, a third user interface that  
is configured to facilitate the selection by the user of the one of the item classifications  
based at least in part on a subset of the item classifications that match at least one  
keyword specified by the user; and

sending, in the at least one computing device, data including the third user  
interface to the client computing device.

82. (New) The method of claim 72, further comprising the steps of:  
generating, in the at least one computing device, a third user interface that  
is configured to facilitate the selection by the user of the one of the item classifications  
from a hierarchy of the item classifications; and  
sending, in the at least one computing device, data including the third user  
interface to the client computing device.

83. (New) The method of claim 82, wherein the hierarchy corresponds to one  
of a plurality of hierarchies of the item classifications.

84. (New) A system, comprising:

at least one computing device;

item classification data, accessible to the at least one computing device, that associates each of a plurality of item classifications with a corresponding set of attributes from a plurality of sets of attributes; and

a price suggestion application executable in the at least one computing device, the price suggestion application comprising:

logic that encodes a first user interface for rendering by a client computing device, the first user interface including a listing of the set of attributes corresponding to one of the item classifications according to a selection by a user of the one of the item classifications, the first user interface being configured to obtain at least one input value for the set of attributes from the user;

logic that obtains the at least one input value specified by the user for the set of attributes from the client computing device; and

logic that encodes a second user interface for rendering by the client computing device, the second user interface including a suggested price range that is determined from a set of historical sales prices in an auction system for a plurality of items that are classified under the one of the item classifications and match the at least one input value for the set of attributes, the second user interface further including a graph of the historical sale prices versus a corresponding value of one of the set of attributes for each respective one of the items.

85. (New) The system of claim 84, wherein the second user interface is configured to obtain an input value specified by the user for a fixed price of an item to be listed in the auction system, and the price suggestion application further comprises:

    logic that obtains the input value specified by the user from the client computing device; and

    logic that configures the auction system to include a listing for an item having the input value as the fixed price, the item being classified under the one of the item classifications and having the at least one input value for the set of attributes.

86. (New) The system of claim 84, wherein the second user interface is configured to obtain an input value specified by the user for a starting price of an item to be listed in the auction system, and the price suggestion application further comprises:

    logic that obtains the input value specified by the user from the client computing device; and

    logic that configures the auction system to include a listing for an item having the input value as the starting price, the item being classified under the one of the item classifications and having the at least one input value for the set of attributes.

87. (New) The system of claim 84, wherein the second user interface is configured to obtain an input value specified by the user for a bid on an item that is listed in the auction system, and the price suggestion application further comprises:

logic that obtains the input value specified by the user from the client computing device; and

logic that places a bid corresponding to the input value for the item in the auction system, the item being classified under the one of the item classifications and having the at least one input value for the set of attributes.

88. (New) The system of claim 84, wherein the second user interface includes an interface for listing an item for sale in the auction system, the item being classified under the one of the item classifications, the item having the at least one input value for the set of attributes.

89. (New) The system of claim 84, wherein the price suggestion application further comprises logic that determines the suggested price range based at least in part on whether the suggested price range is to correspond to a suggested fixed price listing in the auction system.

90. (New) The system of claim 84, wherein the price suggestion application further comprises logic that determines the suggested price range based at least in part on whether the suggested price range is to correspond to a suggested bid price for an existing item that is listed in the auction system.

91. (New) The system of claim 84, wherein the price suggestion application further comprises:

logic that obtains a desired auction length specified by the user from the client computing device; and

logic that determines the suggested price range based at least in part on the desired auction length.

92. (New) A non-transitory computer-readable medium embodying a program executable in a computing device, the program comprising:

code that obtains a selection of one of a plurality of item classifications from a user, each of the item classifications being associated with a respective set of attributes;

code that renders a first user interface for specifying at least one input value for a set of attributes associated with the one of the item classifications;

code that obtains the at least one input value from the user for the set of attributes; and

code that renders a second user interface that includes a suggested price range for an item in an auction system, the suggested price range being determined at least in part from a set of historical sales prices in the auction system for a plurality of items that are classified under the one of the item classifications and match the at least one input value for the set of attributes, the second user interface further including a graph of the historical sale prices versus a corresponding value of one of the set of attributes for each respective one of the items.

93. (New) The non-transitory computer-readable medium of claim 92, wherein the program further comprises code that obtains data for rendering the first user interface and the second user interface from at least one computing device over a network.

94. (New) The non-transitory computer-readable medium of claim 92, wherein the second user interface is configured to obtain an input value specified by the user for a fixed price of the item which is to be listed in the auction system, and the program further comprises:

code that obtains the input value from the user;

code that sends the input value to at least one computing device associated with the auction system; and

wherein the auction system is configured to include a listing for an item having the input value as the fixed price, the item being classified under the one of the item classifications and having the at least one input value for the set of attributes.

95. (New) The non-transitory computer-readable medium of claim 92, wherein the second user interface is configured to obtain an input value specified by the user for a starting price of the item which is to be listed in the auction system, and the program further comprises:

code that obtains the input value from the user;

code that sends the input value to at least one computing device associated with the auction system; and

wherein the auction system is configured to include a listing for an item having the input value as the starting price, the item being classified under the one of the item classifications and having the at least one input value for the set of attributes.

96. (New) The non-transitory computer-readable medium of claim 92, wherein the program further comprises code that renders a third user interface that is configured to facilitate the selection by the user of the one of the item classifications based at least in part on a subset of the item classifications that match at least one keyword specified by the user.